

Annotation

The emergence of the Internet and digital media has irreversibly erased the differences between media producers and their consumers. Nowhere it is more palpable than on the *YouTube* video service, which has since 2005 relied on contributions from both professional media organisations and amateur creators alike. Master's thesis titled *Film Video Review as a Format of Online Journalism* deals with the phenomenon of video reviews – i.e. videos in which one or more film critics introduce and review a film that is currently premiering in the cinemas – whose popularity is directly related to the worldwide reach and communal function of said social media. The aim of this thesis is to define the film video review as a separate format of online journalism based on the comparison of selected video reviewers that represent both Czech and foreign media, as well as platforms of participative journalism. The first chapter provides a general overview of what requirements film reviews and film criticism should meet, the second then summarises expert views on the crisis of film criticism and the alleged death of the film critic. The last chapter of the theoretical part then presents basic findings on video reviews and the related format of video essay. Subsequently, the fourth chapter introduces the reader to a sample of nearly twenty film video reviewers, while also briefly outlining the shape of current video review production. Ultimately, the final part is devoted to the actual analysis of video reviews of four chosen films, which are examined in terms of structure, used language, role of the author, environment in which the video is being recorded etc.